(Applicable to the batch of students admitted in the academic year 2025-2026)

BBA (CBCS)

FACULTY OF MANAGEMENT, IIMC

BBA I Semester Syllabus (CBCS)

(w.e.f. 2025-26)



FACULTY OF MANAGEMENT INDIAN INSTITUTE OF MANAGEMENT & COMMERCE Autonomous College (UG & PG)

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BBA Programme - Course Structure

Semester I

Sl. No.	COURSE CATEGORY	COURSE TITLE	CREDITS
1	Major Core	Principles & Practices of Management	5
2	Major Core	Basics of Business Economics	5
3	Major Core	Fundamentals of Marketing	5
4	First Language	English*	5
5	Second Language	Telugu/Hindi/Urdu etc	5
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Semester V

Sl. No.	COURSE CATEGORY	COURSE TITLE	CREDITS
1	Major Core	Marketing: Product Management Finance: Security Analysis Human Resource: Training & Development Business Analytics: Business Intelligence with Machine Learning Computer Science: Data	5
2	Major Coro	Driven Decision Making Business Research Methods	5
3	Major Core Multi – Disciplinary Course*	Business Research Methods	4
4	SEC 1	(Communication Skills / Professional Development Skills/ Entrepreneurship & Startups)	2
5	SEC 3	Fundamentals of AI Tools/ Ability Skills (Competitive Mathematics)	2
6	Value Added Course	Environmental Science / Cyber Security & Cyber Laws	3
			21

Semester VI

Sl. No.	COURSE CATEGORY	COURSE TITLE	CREDITS
1	Major Core	Strategic Management	5
2	Major Core	Marketing: Retail Marketing / Services Marketing Finance: International Finance/ Financial Modelling Human Resource: Talent Management / Performance Management Business Analytics: Functional Analytics/ Data Visualization using Tableau & Power BI Computer Science: Basics of AI & ML / E-Commerce	5

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3	SEC 2	(Communication Skills / Professional Development Skills/ Entrepreneurship & Startups)	2
4	SEC 4	Spreadsheet Modelling / Data Story Telling	2
5	Value Added Course	Cyber Security & Cyber Laws / Environmental Science	3
5	Internship / Project		4
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MDC - * This Course has to be opted from the Courses offered from other streams.

Dept. of Business Management will offer **Fundamentals of Advertising** MDC Course to other stream of students.

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BBA I SEMESTER PRINCIPLES & PRACTICES OF MANAGEMENT

CREDITS: 5

Marks: 80 + 20

Course Objectives:

- To define management, its nature, scope, and dual role as an art and science, and identify managerial roles and functions.
- · To examine the evolution of management theories and understand planning types, processes, and decision-making steps.
- To analyze principles of organizing, types of organizational structures, authority, responsibility, delegation, and decentralization.
- · To study staffing processes, directing techniques, communication channels, and control mechanisms.
- To explore digital transformation, data-driven decision-making, remote work, ethical management, and sustainability.

Course Outcomes: Students will be able to

- · Explain management concepts, its art-science duality, and managerial roles and functions.
- Assess management theories and apply planning types and decision-making processes.
- Evaluate organizational structures and implement authority, responsibility, delegation, and decentralization.
- Execute staffing, directing, communication, and control processes effectively.
- Address digital transformation, data-driven decisions, remote work, ethical practices, and sustainability in management.

Unit I - Introduction to Management

Definition, Nature & Scope of Management; Management as both art and science; distinction between managers and administrators; Managerial Roles & Skills; Functions of Management.

Unit II - Management Thought & Fundamentals of Planning

Evolution of Management Thought: Classical (Taylor, Fayol, Max Weber), Human Relations (Mayo), Behavioral (McGregor), Systems & Contingency approaches; Planning: Importance, Objectives, Steps, Types (strategic, tactical, operational), MBO; Decision-Making: Meaning, Steps in process.

Unit III - Organizing

Organizational Structure: Principles of organizing, Formal vs informal, common organizational structures, departmentalization, line-staff authority, span of control; Authority & Responsibility; Delegation & Decentralization.

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Unit IV -Staffing, Directing & Controlling

Staffing: Recruitment, Selection, Induction & Orientation; Directing: Meaning, Elements, Importance, Supervision, Coordination; Communication: Process, channels, barriers; Control Mechanisms: Types of control, Steps and Challenges.

Unit V - Contemporary Challenges & Trends

Digital Transformation in Management: Meaning and Scope; Data Driven Decision Making: Meaning and Significance; Remote Work and Hybrid Teams; Ethics in Management; Sustainability: Meaning and Importance.

Suggested Reference Books

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- Koontz, H., & Weihrich, H. (2016). Essentials of management. Tata McGraw-Hill.
- Prasad, L. M. (2020). Principles and practice of management. Sultan Chand & Sons.
- Robbins, S. P., Bergman, R., Stagg, I., & Coulter, M. (2014). Management. Pearson.
- Ramasamy, T. (2018). *Principles of management*. Mumbai: Himalaya Publishing House.
- Schermerhorn, J. R., & Bachrach, D. G. (2016). *Introduction to management* (13th ed.). Wiley.
- Tripathi, P. C., & Reddy, P. N. (n.d.). *Principles of management*. Tata McGraw-Hill Education.

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BBA I SEMESTER **BASICS OF BUSINESS ECONOMICS**

CREDITS: 5

Marks: 80+20

Course Objectives:

- To define business, profession, and employment, and evaluate sole proprietorship, partnership, Cooperatives and company forms.
- · To outline business economics, its scope, and concepts of scarcity, choice, opportunity cost, and marginalism.
- · To analyze demand, its determinants, law of demand, elasticities, and forecasting methods.
- To examine production functions, cost classifications, and break-even analysis.
- To study market structures, pricing strategies, and inflation.

Course Outcomes: Students will be able to

- Distinguish business, profession, and employment, and assess business organization forms.
- · Apply scarcity, choice, opportunity cost, and marginalism in economic decisions.
- Evaluate demand, its law, elasticities, and forecasting techniques.
- Analyze production, costs, and break-even points.
- Identify market structures, pricing strategies, and inflation effects.

Unit I - Introduction to Business

Concepts of Business, Profession, Employment; Forms of Business Organization: Sole Proprietorship, Partnership, Cooperatives and Company Form - Characteristics, Advantages and Disadvantages.

Unit II - Basic Economic Concepts

Business Economics: Definition, Nature & Scope of Business Economics; Micro vs Macro perspectives, Relationship with other disciplines; Scarcity, Choice, Opportunity cost, Incremental cost, marginalism, equi-marginal principle;

Unit III -Demand Analysis

Demand Concepts: determinants, law of demand, movement vs shift, price/ income/ substitution effects; Elasticities: price, income, cross; Demand Forecasting: Methods.

Unit IV -Production & Cost Analysis

Production Function: short- and long-run concepts, law of variable proportions, returns to scale; Cost Concepts & Classification: fixed/variable, average/ marginal, sunk, opportunity cost; Break-Even Analysis (BEP): Definition.

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Unit V - Market Structures & Pricing Strategies

Market Types: features of perfect competition, monopoly, monopolistic competition, oligopoly; Pricing strategies; Inflation: Definition.

Suggested Reference Books

- Dwivedi, D. N. (1980). Managerial economics. Vikas Publishing House.
- Maheshwari, Y. (2012). Managerial Economics. PHI Learning Pvt. Ltd..
- Mehta, P. L. (1995). *Managerial Economics: Analysis, Problems and Cases*. Sultan Chand & Sons.
- Ahuja, H. L. (2017). Business economics (9th ed.). S. Chand & Company.
- Varshney, R. L., & Maheshwari, K. L. *Managerial economics*. New Delhi: Sultan Chand & Sons.

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BBA I SEMESTER FUNDAMENTALS OF MARKETING

CREDITS: 5

Marks: 80+20

Course Objectives:

- To define marketing, its core concepts, and distinguish it from selling, addressing marketing myopia.
- To evaluate micro/macro marketing environments and apply consumer market segmentation, targeting, and positioning.
- To analyze product classifications, life cycle management, and pricing methods.
- To assess integrated marketing communications, distribution channel design, and logistics.
- To examine online marketing, social media, CRM, PRM, and green marketing practices.

Course Outcomes: Students will be able to

- Define marketing, distinguish it from selling, and recognize marketing myopia.
- Analyze marketing environments and execute segmentation, targeting, and positioning.
- Classify products, manage product life cycles, and apply pricing strategies.
- Implement promotion strategies and design distribution channels and logistics.
- Utilize online marketing, social media, CRM, PRM, and sustainable marketing.

Unit I - Introduction to Marketing

Foundations of Marketing: Definitions, core marketing concepts: Needs, wants and demand, evolution of Marketing; marketing vs selling & Marketing Myopia; Marketing Mix.

Unit II - Marketing Environment and Segmentation

Marketing Environment: Micro/ macro factors; Segmentation: Definition, Bases for consumer market segmentation; Targeting – Definition, Key Factor Considerations & Positioning.

Unit III - Marketing Mix: Product & Pricing Strategies

Product: Product levels, classification; Product Life Cycle Management; Pricing Strategies: setting the price, pricing methods, factors influencing pricing.

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Unit IV - Marketing Mix: Promotion &Place decisions

Integrated Marketing Communications (IMC): meaning, elements of IMC; Advertising, Sales promotion, Public relations; Distribution Channels: Role, design, intermediaries; Logistics: Introduction;

Unit V - Emerging Trends in marketing

Online Marketing; Social Media - Role and Significance; CRM, PRM, Experiential Marketing, Green and Sustainable Marketing Practices.

Suggested Reference Books

- Kotler, P., Armstrong, G., & Agnihotri, P. (2018). *Principles of marketing* (17th ed.). Pearson Education.
- Kotler, P., Armstrong, G., Agnihotri, P., & Haque, E. U. *Principles of marketing*. Pearson Education/Prentice Hall of India.
- Saxena, R. Marketing management. Tata McGraw-Hill.
- Ramaswamy, V. S., & Namakumari, S. (2018). *Marketing management: Global perspective Indian context*. Macmillan Publishers India Limited.
- Lamb, C. W., Hair, J. F., Sharma, D., & McDaniel, C. (2016). Principles of marketing: A South Asian perspective. Cengage Learning.

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